

# EXTENSIONS OF REMARKS

IN HONOR OF MRS. SALLIE LANGSETH FOR HER INDUCTION INTO THE NATIONAL TEACHERS HALL OF FAME, DEER PARK, TX

HON. KEN BENTSEN

OF TEXAS

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 19, 1996

Mr. BENTSEN. Mr. Speaker, I rise to honor Mrs. Sallie Langseth of Pasadena, TX, who will be inducted into the National Teachers Hall of Fame in Emporia, KS, on June 22, 1996. She is one of five educators in the country being inducted into the Hall of Fame. It is a particular honor to recognize Mrs. Langseth because she was named Texas' Teacher of the Year in 1995. I cannot think of a more deserving recipient of this award.

Mrs. Langseth is the first teacher from a Texas school district to be inducted into the National Teachers Hall of Fame. Mrs. Langseth taught in the Pasadena School District from 1969 to 1972 and has since taught in the Deer Park School District. She has distinguished herself through her innovative teaching methods and her dedication to her students, and her ability to help them understand problems. Her teaching goes well beyond the classroom, including hosting study groups in her home and tutoring former students who are having difficulty with their college math courses.

Mrs. Langseth's tremendous dedication in serving her students and our community is consistent with the highest degree of professionalism. I join her students, their parents, her colleagues, and our entire community in thanking her for all that she has done for the young people of Pasadena and Deer Park. She truly belongs in the National Teachers Hall of Fame.

TRIBUTE TO HILBERT L. BRADLEY

HON. PETER J. VISCLOSKY

OF INDIANA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 19, 1996

Mr. VISCLOSKY. Mr. Speaker, it is the belief of many that we are all put on this Earth for a reason. Mr. Hilbert L. Bradley has accomplished his mission in life after spending a lifetime working unselfishly to improve the lives of citizens in the city of Gary, as well as the entire State of Indiana. In a congratulatory celebration, the community of Indiana's First Congressional District will gather on Sunday, June 23, 1996, for a testimonial dinner to honor Hilbert. This dinner will take place at Marquette on the Lagoon in Gary, IN.

As an attorney dedicated to his profession, and a community activist dedicated to the well-being of others, Hilbert has tirelessly led the fight for equal opportunity, and civil and human rights protections for all people. He has provided legal counsel in landmark civil

rights cases, as well as pro bono services for the NAACP. Hilbert is a noted trial lawyer and has had a distinguished career as a deputy prosecutor, corporation counsel, and interim judge and mediator.

In 1987, Hilbert founded the Indiana Coalition for Black Judicial Officials, and he serves as the group's general chairman today. The organization's purpose is to increase the number of black judicial officials in the State of Indiana. The Indiana Coalition for Black Judicial Officials organizes statewide public awareness campaigns which have resulted in an increased number of black referees and judges pro tem, the election of a black judge to the Lake County Superior Court, the appointment of Robert Rucker, the first African-American to serve on the Indiana Court of Appeals, Fifth District, and Myra Selby, the first female and the first African-American to serve on the Indiana Supreme Court.

Hilbert also cofounded the Fair Share Organization in 1958. Its purpose was to assure that black people receive their fair share of the fruits of American democracy. One major accomplishment of the organization was the employment of the first black managers of a major chain store, the A&P, in Gary.

Outside of the legal profession, Hilbert has reached out to several civic organizations. Hilbert's distinguished memberships include: lifetime memberships of the NAACP and the Kappa Alpha Psi Fraternity; the Urban League of Northwest Indiana; St. Timothy Community Church; Calumet Inn of Court; James C. Kimbrough Law Association; the Lake County Bar Association; the Indiana State Bar Association. He also serves as a board member for the Methodist Hospitals.

Moreover, he has received local and national recognition for having excelled in his profession. In 1994, Hilbert received the National NAACP William Ming Award, the Valparaiso University Black Law Students Association Education and Civil Rights Award, the Omega Psi Phi Inc. Citizen of the Year Award, and the Phi Delta Kappa (Beta Mu Chapter) Outstanding Service and Leadership Award. In 1992, Hilbert was inducted into the Steel City Hall of Fame, and, in 1991 and 1958, he received the NAACP Mary White Ovington Award. Hilbert is the only member to whom the Gary branch has twice presented this award. In 1990, Hilbert was presented with the Gary Frontiers Drum Major Award, the Focus 2000 Great Garyite Award, the NAACP Community Service Award, and the Tolleston Community Council Service Award.

As Hilbert reflects back on his career and community activism, he can hold his head high and be proud of his accomplishments. Hilbert is a true role model for all young professionals and citizens. Mr. Speaker, I ask you and my other distinguished colleagues to join me in honoring Hilbert Bradley for his unselfish dedication to make Indiana's First Congressional District, as well as the entire Nation, a better place in which to work and live.

ZACKY COLD STORAGE GROWTH WARMS FRESNO ECONOMY

HON. GEORGE P. RADANOVICH

OF CALIFORNIA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 19, 1996

Mr. RADANOVICH. Mr. Speaker, a major California poultry producer, Zacky Farms, is embarking on an expansion plan in cooperation with the city of Fresno, and I am pleased to bring it to the attention of my colleagues.

Zacky Farms is an engine of economic enterprise in my 19th Congressional District. In sharing the following article from the Fresno Bee, written by business news reporter Sanford Nax, I salute the men and women of Zacky Farms and wish them well as they grow and add value to our community.

[From the Fresno Bee, June 6, 1996]

ZACKY FARMS EXPANSION EXPECTED TO ADD 200 JOBS

(By Sanford Nax)

The latest expansion by Zacky Farms will generate 200 new jobs, with more to come as the poultry producer puts even deeper roots into Fresno.

A 75,000-square-foot addition to its Empire Cold Storage plant at East and California streets will add 13 million pounds of storage.

Also, 5,000 square feet of space is being added to the East Street turkey-processing operation in a related project, said Ken Rutledge, vice president and general manager of Zacky Farms.

Together, the two expansions will increase Zacky's local work force by about 200. The poultry processor employs about 2,400 people in Fresno and is one of the largest private employers in the county.

Many of the turkeys supplied to Zacky are raised in Fresno, Tulare, Kings and Madera counties. California is its largest market.

The expansion of the cold-storage plant should be complete in October. The addition to the turkey processing plant should be done in January.

The projects, which will total about \$12 million, are among the \$124 million worth of investment Zacky plans to make in Fresno in the next 20 years, Rutledge said.

Zacky operates turkey and chicken plants in Fresno, and the investments could lead to 3,400 new jobs over 20 years, city officials said.

Rutledge said an expanded freezer will enable Zacky to store all of its produce internally rather than contracting some of it out to a public freezer as it now does. The additional 5,000 square feet at the processing plant will allow Zacky to consolidate functions that are divided between two buildings, he said.

The expansions also will make Zacky's operation more energy-efficient and will reduce water consumption. "This new equipment is very efficient," Rutledge said.

Zacky's "grand plan" in Fresno is being accomplished with help from city officials through a development incentive agreements.

In such agreements, companies get a credit for some development fees against the projected increase in tax payments. These

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agreements are common with large manufacturing companies that make significant contributions to the tax base and have large work forces.

"They provide the necessary incentive to encourage expansion and relocation," said Bill Evans, vice president of the Fresno County Economic Development Corp.

Any program that generates new jobs is welcome in a county where the labor pool is expanding at twice the pace of job creation.

Zacky Farms began business in Los Angeles in 1928 and expanded its operations to Central California and the Fresno area in 1971.

#### TRIBUTE TO PICATINNY ARSENAL

HON. RODNEY P. FRELINGHUYSEN

OF NEW JERSEY

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 19, 1996*

Mr. FRELINGHUYSEN. Mr. Speaker, when "Braveheart" won the Oscar for best motion picture this year, everyone knew about it, because an Oscar is the top award for the motion picture industry. The Emmys, the Tonys, the Pulitzers, the Nobels, and others are just like it. We recognize these awards and immediately equate them with excellence and unparalleled achievement in a certain field of endeavor. They represent the "creme de la creme," the best of the best. And when people win them, they receive well-deserved recognition.

But 2 weeks ago, a group of neighbors, friends, relatives, and peers in our community who work at Picatinny Arsenal won the top military awards for installation excellence, and no one seemed to notice. In fact, they won the top three awards, including the highly coveted President's award—an extremely rare feat in the military and one which is referred to as the Triple Crown in the hallowed halls of the Pentagon. At the ceremony, I sat next to Senator STROM THURMOND—who's served in the Senate longer than anyone else—and even he was shaking his head in amazement that one base won all the awards.

I was fortunate to have been with base commander Brig. Gen. James W. Boddie, Rockaway Mayor John Inglesino, and a group of Picatinny employees when they received the Army's top award, and I must admit it was an awesome explosion of pride. Military brass up to and including Secretary of Defense William Perry clapped long and loud, saluted time and again, and sat up and took notice of the success of Picatinny Arsenal.

The Defense Department created these awards to recognize excellence and to reward improvement in quality, performance, and productivity. The criteria that is used is exactly the same that private businesses are rated on when being judged for the prestigious Malcolm Baldrige Awards for Quality.

But what makes this achievement much more amazing is that all of this took place during what Secretary Perry called in his remarks "the toughest times in the U.S. military." Indeed, several top officers told stories of the pain and reality of working in the times of base closures and defense downsizing, when both civilian and military employment rolls are being reduced.

"You can't cut excellence," said Lt. Col. Carl Smith, in reference to the shrinking military. Smith is a staff officer who works for the as-

sistant chief of staff for installation management. I asked him how rare it was that Picatinny hit the grand slam of military awards. "It is a milestone, because most of the time the larger installations—the Fort Benning—are the top-dog winners. To have a smaller installation like Picatinny come in and win all three really is precedent-setting."

I couldn't say it any better myself.

On Memorial Day, we'll salute and remember the men and women who gave the ultimate sacrifice for this Nation. And when we do, we often think of veterans and those who currently serve our Nation in the armed services.

The men and women at Picatinny Arsenal are these people. They build the munitions and armaments that our soldiers in Bosnia and throughout the world are using. They assure that we have the best technology and arms to keep the peace.

When I traveled to Bosnia in December and met with our troops on the eve of their deployment, I saw determination, professionalism, and a willingness to do the job. When Secretary Perry led the thundering and raucous applause to congratulate Picatinny employees for being the best of the best, I saw joy and pride of a job well done.

Congratulations, Picatinny. I salute you, and salute those who gave their lives and those who have defended our country on this Memorial Day.

#### ACTING TO SHAPE THE FUTURE: MACHASKEE ADDRESSES WORLD NEWSPAPER CONGRESS

HON. LOUIS STOKES

OF OHIO

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 19, 1996*

Mr. STOKES. Mr. Speaker, just recently, the 49th World Newspaper Congress gathered in Washington, DC. Using the theme, "Vision for the Future," the group addressed the challenges which must be met if newspapers are to retain their vital place in the world.

One of the highlights of the World Newspaper Congress was a keynote address delivered by Alex Machaskee, the president and publisher of the Plain Dealer newspaper which serves my congressional district. Mr. Machaskee has enjoyed a distinguished career at the Plain Dealer, which spans approximately 36 years, serving at the helm as president and publisher since 1990. The newspaper has maintained a daily circulation level of approximately 400,000 and a Sunday circulation of 550,000. Among major metropolitan newspapers in the United States, the Plain Dealer ranks first in circulation penetration in the home county.

In his remarks at the World Newspaper Congress, Mr. Machaskee outlined how the Plain Dealer is meeting the current global competition. He said, in part,

We are exploring and entering new areas to meet changing needs and a changing world. Indeed, in all that we do, we are acting to shape our future so it does not become necessary to react to save our existence.

Mr. Speaker, I am pleased to share the entire text of Mr. Machaskee's remarks with my colleagues and others throughout the Nation. It represents worthwhile and insightful reading.

#### ACTING TO SHAPE THE FUTURE

(By Alex Machaskee)

I want to express my thanks to Donald Newhouse, who addressed this Congress in Berlin in 1993 and "nominated" me to provide an update on the message he shared at that time. As you certainly know by now, this year's theme is "Vision for the Future," and those of you who were in Berlin three years ago may recall that Donald conveyed his own "vision for the future" at that time. Donald expressed the hope that his young grandson, Andrew, and his peers will still receive their news from newspapers when they are adults. Grandfather Donald expressed another hope for the future as well—that Andrew wouldn't be his only grandchild! Well, I am pleased to report to you that Donald's vision is already coming true. First, as an industry, we are beginning to successfully address the challenges we must meet if newspapers are to retain their vital place in our world and in the world of our children and grandchildren. Second—and of equal importance to Donald—young Andrew now has a little brother, Alexander, giving Donald two grandsons!

Back in 1993, Donald talked about the need for newspapers to "constantly reinvent ourselves," and he suggested five "seismic changes" that all of us in the industry must address. He mentioned (1) competition from mass marketers; (2) database marketing; (3) consolidation among retailers; (4) magazines and cable television focusing on narrower demographic groups; and (5) the multi-year recession which, fortunately, is now behind us. Donald cited The Plain Dealer as a case study in dealing with these seismic changes. Much of what he talked about was still in process at the time—most significantly the construction of our \$200 million, state-of-the-art production and distribution center. So, Donald suggested that an update of our vision of the future might be in order.

Before I bring you up to date, I believe we all could agree that since 1993, two additional factors have had a crucial impact on our industry: the dramatic increase in newsprint prices, which have skyrocketed 55% in the United States since Donald addressed the Congress; and the intensifying competition for people's time and attention, especially from the Internet. Nearly 30 years ago, when I was promotion manager at The Plain Dealer, I told a marketing group: "Intelligent and foresighted planning permits the marketing-oriented newspaper to act to shape its future rather than react to save its very existence." That message is really at the heart of the philosophy that drives us at The Plain Dealer. Throughout our organization, we are acting to shape our future—to protect our news-on-paper franchise and to ensure our role as a primary provider of information for my own grandchildren, as well as Andrew and Alexander.

When we set out several years ago to "reinvent" The Plain Dealer, we determined that we needed to produce a more relevant newspaper for current and potential subscribers and that we had to create the capability to provide quality color reproduction for advertisers, better sectionalizing and more zoning availabilities for target marketing. Key to the strategy we developed was the "reallocation of resources" from redundant manufacturing and distribution activities to areas that would improve the content of the newspaper. We knew that enhancing our core product was the most essential component of our strategy. After all, the finest facilities and technologies in the world mean nothing unless the quality of the content is there.

So we adopted the phrase "Leadership in editorial excellence"—not only as a promotional tagline emblazoned on our trucks